

## IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) A method for distributing advertisements to a user through a computer network, comprising:

storing advertiser registration information including advertisement information for goods and/or services provided by an advertiser according to a registration request by said advertiser;

storing user registration information including search conditions for goods and/or services specified by said user according to a registration request by said user;

extracting advertisement information matching said search conditions from among said stored advertisement information;

judging a level of contribution, of a questionnaire response, to said advertiser, the level of contribution having plurality of values; and

determining a reward amount for each questionnaire response ~~on the basis of~~ proportion to the level of contribution.

2. (original) The method for distributing advertisements according to claim 1, wherein said computer network is the Internet; and said extracted advertisement information is distributed as an Internet home page screen to a terminal of said user connected to the Internet.

3. (original) The method for distributing advertisements according to claim 1, wherein said computer network is the Internet; and said extracted advertisement information is distributed as electronic mail to the terminal of said user connected to the Internet.

4. (previously presented) The method for distributing advertisements according to claim 1, comprising: storing questionnaires relating to goods and/or services corresponding to said distributed advertisement information and relating to advertisers providing these goods and/or services; distributing said questionnaires to said users; and receiving and storing responses to said questionnaires from said users.

5. (currently amended) The method for distributing advertisements according to claim 4, wherein said questionnaires include one of a pre-purchase questionnaires for said user to respond before said user purchases the goods and/or services corresponding to said distributed advertisement information and ~~a, or~~ post-purchase questionnaires for said user to respond after said user purchases the goods and/or services corresponding to said distributed advertisement information.

6. (original) The method for distributing advertisements according to claim 5, wherein said pre-purchase questionnaires include questions for gathering impressions said user has of said goods and/or services, or of the advertisers providing these goods and/or services, before said user purchases the goods and/or services corresponding to said distributed advertisement information.

7. (original) The method for distributing advertisements according to claim 5, wherein said post-purchase questionnaires include questions for gathering feelings and opinions said user has of said goods and/or services, or of the advertisers providing these goods and/or services, after said user purchases the goods and/or services corresponding to said distributed advertisement information.

8. (original) The method for distributing advertisements according to claim 4, wherein a prescribed reward amount is paid to users who respond to said questionnaires.

9. (currently amended) The method for distributing advertisements according to claim 1, wherein the level of contribution is calculated by using parameters corresponding to importance, credibility and ~~novelty~~ of the questionnaire response.

10. (original) The method for distributing advertisements according to claim 4, wherein results of compiling said questionnaire responses for a specific advertiser or the goods and services provided by the advertiser are distributed to said specific advertiser.

11. (original) The method for distributing advertisements according to claim 4, wherein advertisement information matching said search conditions is extracted on the basis of said questionnaire responses.

12. (previously presented) The method for distributing advertisements according to claim 1, comprising: receiving questions, regarding goods and/or services corresponding to said

distributed advertisement information or regarding the specific advertiser providing these goods and/or services, from a specific user; storing said questions and then forwarding the questions to said specific advertiser; receiving a response to said questions from said specific advertiser; and storing the response to said questions and then distributing the response to the questions to said specific user.

13. (previously presented) The method for distributing advertisements according to claim 12, comprising: setting a response deadline for the response to said questions for said specific advertiser; and urging said specific advertiser to respond to said questions when a response to said questions is not received by said response deadline.

14. (currently amended) An apparatus for distributing advertisements to users through a computer network, comprising:

a memory unit for storing advertiser registration information, including advertisement information for goods and/or services provided by an advertiser, according to a registration request by the advertiser and storing user registration information including search conditions for goods and/or services specified by said user according to a registration request by said user;

a control unit for extracting advertisement information, matching said search conditions, from among said stored advertisement information and distributing said extracted advertisement information to said user,

wherein said control unit judges a level of contribution, of a questionnaire response, to said advertiser, and determines a reward amount for each questionnaire ~~response on the basis of~~ in proportion to the level of contribution, in the case where a prescribed reward amount is paid to users who respond to questionnaires, the level of contribution having plurality of values.

15. (original) The apparatus for distributing advertisements according to claim 14, wherein said memory unit stores questionnaires relating to goods and/or services corresponding to said distributed advertisement information and relating to advertisers providing these goods and/or services; and said control unit distributes said questionnaires to said users, receives responses to said questionnaires from said users, and stores responses to the questionnaires in said memory unit.

16. (original) The apparatus for distributing advertisements according to claim 15, wherein said questionnaires include pre-purchase questionnaires for said user to respond before said user purchases the goods and/or services corresponding to said distributed advertisement information, or post-purchase questionnaires for said user to respond after said

user purchases the goods and/or services corresponding to said distributed advertisement information.

17. (currently amended) The apparatus for distributing advertisements according to claim 14, wherein the level of contribution is calculated by using parameters corresponding to importance, credibility and, novelty of the questionnaire response..

18. (original) The apparatus for distributing advertisements according to claim 15, wherein said control unit compiles said questionnaire responses for a specific advertiser or the goods and/or services provided by the advertiser and distributes the compiled results to said specific advertiser.

19. (original) The apparatus for distributing advertisements according to claim 15, wherein said control unit extracts advertisement information, matching said search conditions on the basis of said questionnaire responses.

20. (original) The apparatus for distributing advertisements according to claim 14, wherein, upon receiving questions, from a specific user, regarding goods and/or services corresponding to said distributed advertisement information or regarding the specific advertiser providing these goods and/or services, said control unit stores said questions in said memory unit and then forwards the questions to said specific advertiser; and upon receiving the response to said questions from said specific advertiser, said control unit stores the response to said questions in said memory unit and then distributes the response to the questions to said specific user.

21. (original) The apparatus for distributing advertisements according to claim 20, wherein said control unit sets a response deadline for the response to said questions for said specific advertiser, and urges said specific advertiser to respond to said questions when a response to said questions is not received by said response deadline.

22. (currently amended) A method for distributing advertisements to a user through a computer network, comprising:

delivering to a user, a questionnaire to which the user responds;

judging a level of contribution, of the response to the questionnaire, the level of contribution having plurality of values; and

determining a reward amount for each questionnaire response in proportion to ~~on the~~  
~~basis of~~ the level of contribution.

23. (previously presented) The method for distributing advertisements to a user through a computer network of claim 22, wherein the questionnaire provided to the user in response to the user viewing an advertisement information by an advertiser, the advertisement information corresponding to a match between a stored user search conditions for goods and/or services and a stored advertiser registration information including an advertisement information for goods and/or services.

24. (new) A method determining compensation for viewing of advertisements, comprising:

determining from a contribution level a consumer makes when answering a survey about a product in response to the consumer viewing an advertisement for the product; and

paying a reward in proportion to the contribution level determined for each survey which the consumer answers.